

A Message from CatalogChoice.org

Thank you for making Catalog Choice extremely popular! Within three months we've become a community of over 450,000 strong, opting out of more than five million unwanted catalogs - that's about 60 million catalogs in a year.

You've done your job and we're doing ours. Catalog Choice is working every day on your behalf to ensure that catalog mailers respect and honor your opt-out requests. But there is more work to do. Here's where we stand:

We are delivering your mail preferences to every company in our system on a regular basis. We have invited all catalog mailers to participate in Catalog Choice's free service for merchants.

More than 100 merchants are participating in Catalog Choice's Merchant program, including some of the largest mailers in the industry. The number of participating merchants is growing every day. You can view a list of merchant account holders at <http://www.catalogchoice.org/pages/merchants>.

Today we introduced a color-coded system in "My Choices" to let you view the status of your opt-out requests. There are five status labels:

- PENDING (Yellow). Until you have activated your Catalog Choice account, by clicking on the link in the activation email you received when signing up, all of your opt-outs will be marked "Pending". (If you need a new activation email, request one on your My Profile page.)
- PROCESSING (Gray). Opt-outs labeled "Processing" are in the process of being delivered to the merchants.
- CONFIRMED (Green). Opt-outs labeled "Confirmed" have been transmitted to the merchants, who have confirmed their receipt.
- UNCONFIRMED (Yellow). Opt-outs labeled "Unconfirmed" have been delivered to the merchants; however, we are still awaiting confirmation of receipt. Our team will continue to contact these mailers to ensure they activate their Catalog Choice accounts and honor your opt-out requests.
- REFUSED (Red). Opt-outs labeled "Refused" relate to merchants that have refused to honor Catalog Choice opt-out requests. But we are not giving up! We continue to deliver your request to these companies, and we will continue to urge them to honor your mail preferences. If you wish, you can call these companies directly to request that they both remove your name from their mailing lists and participate in Catalog Choice. For your convenience, we've included the customer service number of each non-participating merchant in the status page - just click the red "Refused" label to access this page.

Please let us know if you are still receiving catalogs labeled "Unconfirmed" or "Confirmed" by selecting the "Still Receiving" link in My Choices.

Our collective voice is loud and clear, and a growing community of support from individuals like you and leading organizations (see <http://www.catalogchoice.org/endorsements>) is our greatest strength. The mailing systems in place throughout the direct marketing industry have been developed over many years. We ask for your patience and appreciate your continued support as we work with merchants to implement new practices to honor your requests.

One final note: The influence we have on merchants to honor opt-out requests grows with the size of our community. You can help by inviting your family and friends to join the community, using the "Invite a Friend" feature on the website.

Sincerely,

The Catalog Choice Team